

Life just isn't that simple anymore.



Today people not only want a great tasting cigarette, but one that's low in "tar" and nicotine. Nothing's simple anymore.

But through a very intricate blending process and modern filtering system we've managed to lower the "tar" and nicotine and still give you a cigarette with full rich flavor for you to enjoy.

Benson & Hedges.
Multifilter

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.9 mg. nicotine, av. per cigarette. FTC Report, Mar. '74.



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"Road Signs"
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